

Intro to Pitching

Idea Factory 2022



The Plan

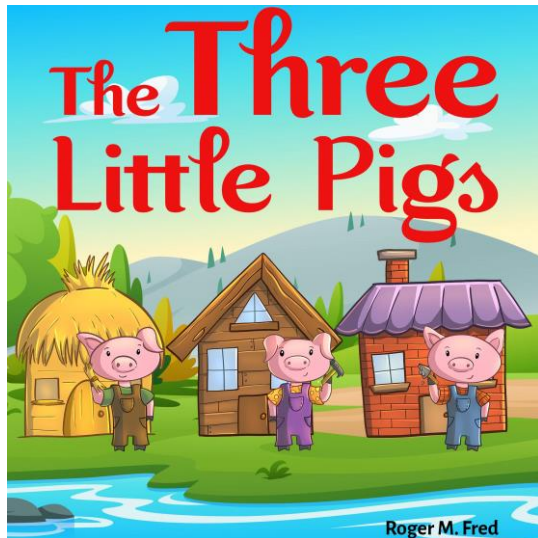
Capturing Attention

Key Pitch Content

What Stands Out



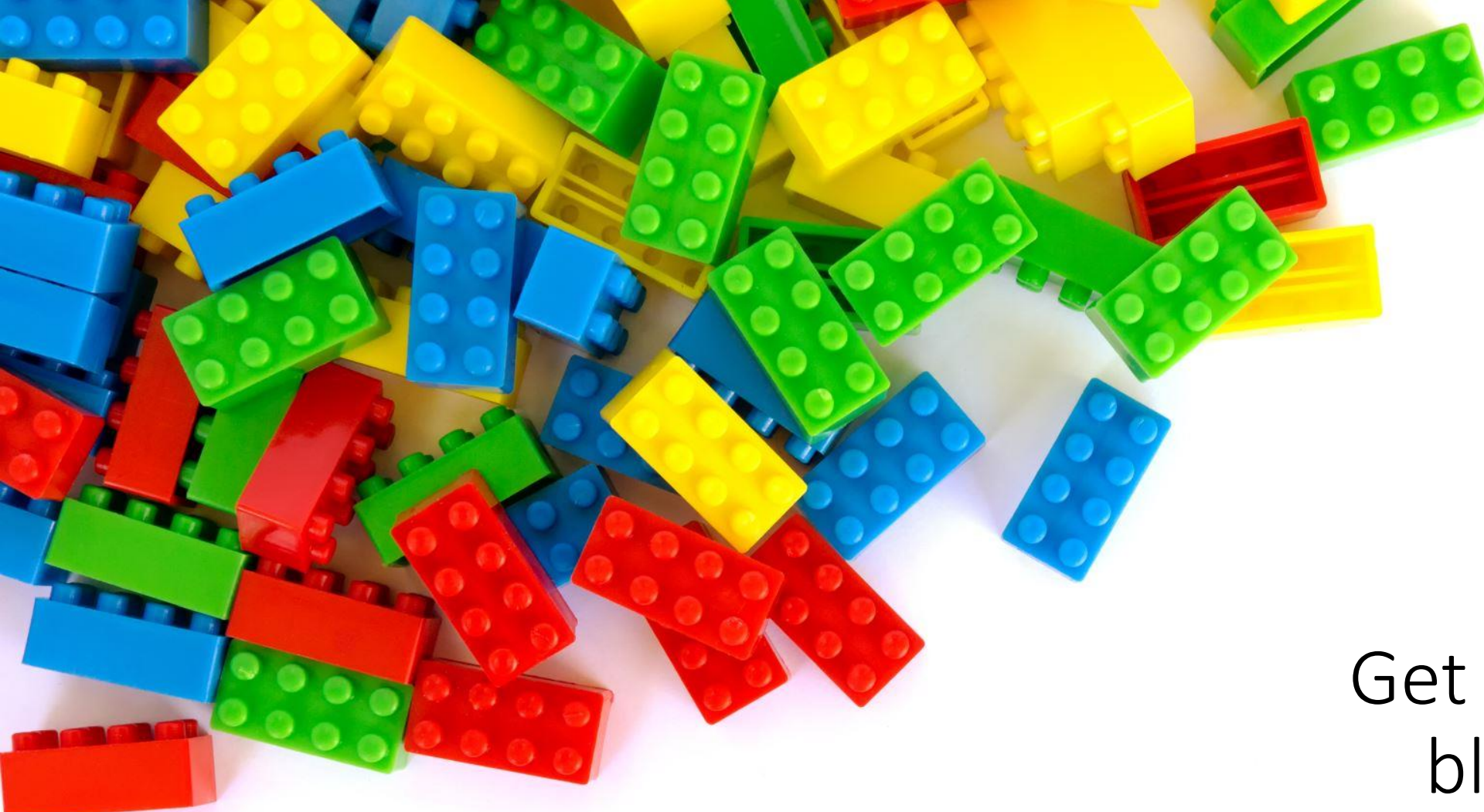
Tell me the story...



A clear narrative is key

- +
-
-

Make your talk flow



Get the building
blocks right

But First...

You need to capture your audience's attention



Get your audience interested

How long does it take....
...to create a first impression?



How?

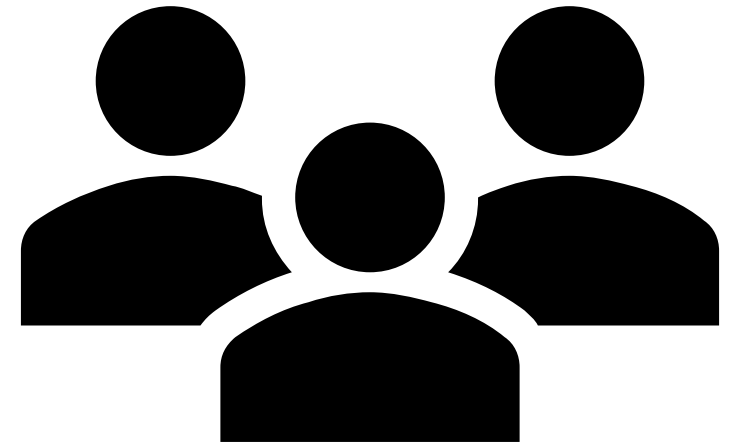
Be clear on your value proposition
– know what you're pitching

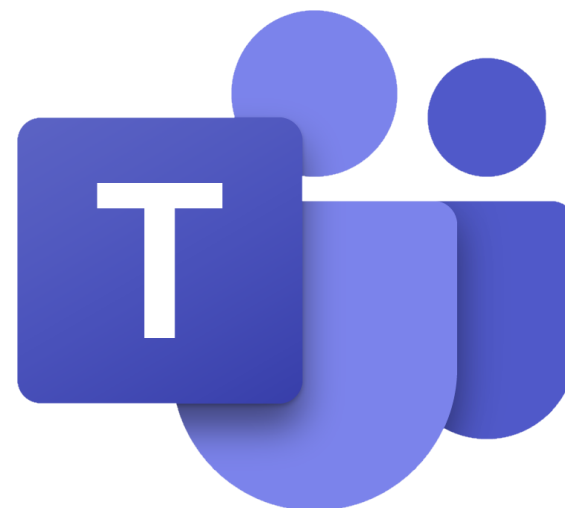


Have a 'hook'

- get creative with presenting the problem you're solving

A quick dive into Value proposition





Optional Template

I provide 'X' for 'Y' so that they can 'Z'.

X = your product / service / feature(s)

Y = your customer

Z = benefit

I work with 'Y' to help them do 'Z' by providing 'X'.

Pitch Content



You're taking your audience on a
journey

Problem

Solution

Your Product
/ Service

Market

Business
Model

Competition
/ USP

Go-to-market

Team

Traction

Any standout
info

Your Ask

What to consider

CLEAR

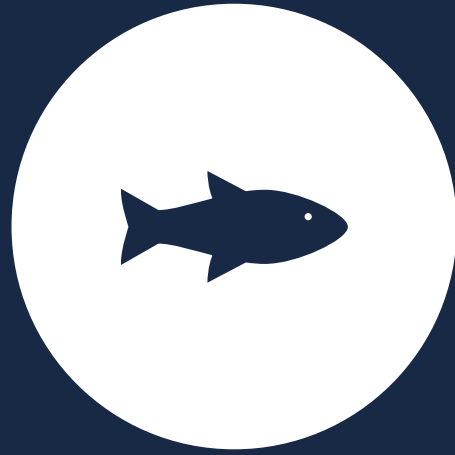


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graph TD; A[CLEAR] --> B[COMPELLING]; B --> C[CREATIVE]; C --> D[CONTENT];
```

COMPELLING

CREATIVE

CONTENT



The Hook

✓ Clear Problem

Go back to capturing your audience's attention – use it here

Hard facts

Tell a story

Educate

Question

Emotion

Visualise

Metaphors



No jargon

Simple

Relatable

Clarity. Is. Key.

✓ Clear Solution



NO JARGON



BENEFITS OVER
FEATURES



HIGHLIGHT KEY ONES



Let's go

Once you've captured their attention

Then what?

Keep it.



Target Market + Market Size

Who You Target

Size of your market – customers / sales

Show the potential

How will you make money?

Your business model

Keep it simple

Competitors – your USP

What makes you different?

Go-To-Market

Plans to reach your audience

Traction

Interest in your business

Your Team

Highlight key info

Why you're the right people for this business

Your Ask - CTA

Call to action
What's your ask?

You can have the best content...

...and still not engage your audience

A quick dive into Making an Impact

Impact



WORDS



TONE OF VOICE



BODY LANGUAGE

Body Language

Posture

Position

Expression

Eye contact

Voice

Personality



Passion



Pitch



Pace



A large teal circle is centered on the page. A dashed brown line, consisting of several short segments, curves along the top-left edge of the circle. A small, solid grey circle is positioned at the bottom-right edge of the teal circle.

Step Up!

Bringing it all together



- Build a narrative around your idea

- First impressions count

- Value Proposition

- Pitch Building Blocks

- Clear, Compelling, Creative Content

- Engage your Audience – BTW



Some Recommended Reads

The Lean Startup | Eric Ries

Zero to One | Peter Thiel

The Mom Test | Rob Fitzpatrick

Testing Business Ideas | David Bland and Alex Osterwalder

Perennial Seller | Ryan Holiday

Building a Story Brand | Donald Miller